



LA FASHION DISTRICT

Branding & Identity

HEY! WHAT'S UP?

CMYK is a Brooklyn-based creative agency, specializing in digital solutions, including but not limited to digital design and development (web, mobile, installation), content creation (video, animations, print, infographics) and experiential design (events, live space productions). With all of our operations, we focus on designing multi-dimension experiences, producing creative solutions and cultivating healthy client relationships.

Everything we design, develop and produce starts with a good story. By looking at the project holistically, we craft the right narrative, for the right audience, in the right way. We focus on making the product message go beyond the screen and embed itself into the emotions of your audience. And we do this in new and unexpected ways. We don't use templates or a cookie-cutter approach. Every project and client requires a custom-fit solution, and we think through all the possible variations to achieve what you want.

When you work with us, you're actually working with us - not ten different people, in ten different places, responsible for ten other people. We love the relationships we build with our clients and they become a part of our family. This creates a more conducive, collaborative process – and a better final product!

When we design and develop, we create a intuitive system that empowers, not overwhelms, both the user and the client. We value creating the most engaging experience possible, while at the same time providing our clients the tools and systems they need to fully control, update, and manage their project – and by extension their brand.

At the end of this proposal we have outlined some of our work that we feel are comparable case studies to the work we would do with The LA Fashion District. The examples provided showcase our experience with branding, web design/development and experiential design throughout a variety of different verticals including real estate, hospitality and food.

Thank you for allowing us to submit a proposal and we look forward to hearing back from your team.

ADAM SCHER
MANAGING PARTNER // CREATIVE DIRECTOR
ADAM@WEARECMYK.COM // 917.538.5670
200 6TH STREET #3H
BROOKLYN, NY 11215



THE CREATIVE BRIEF

**HOW WE SEE IT,
HOW WE MAKE IT,
& WHAT IT COSTS.**

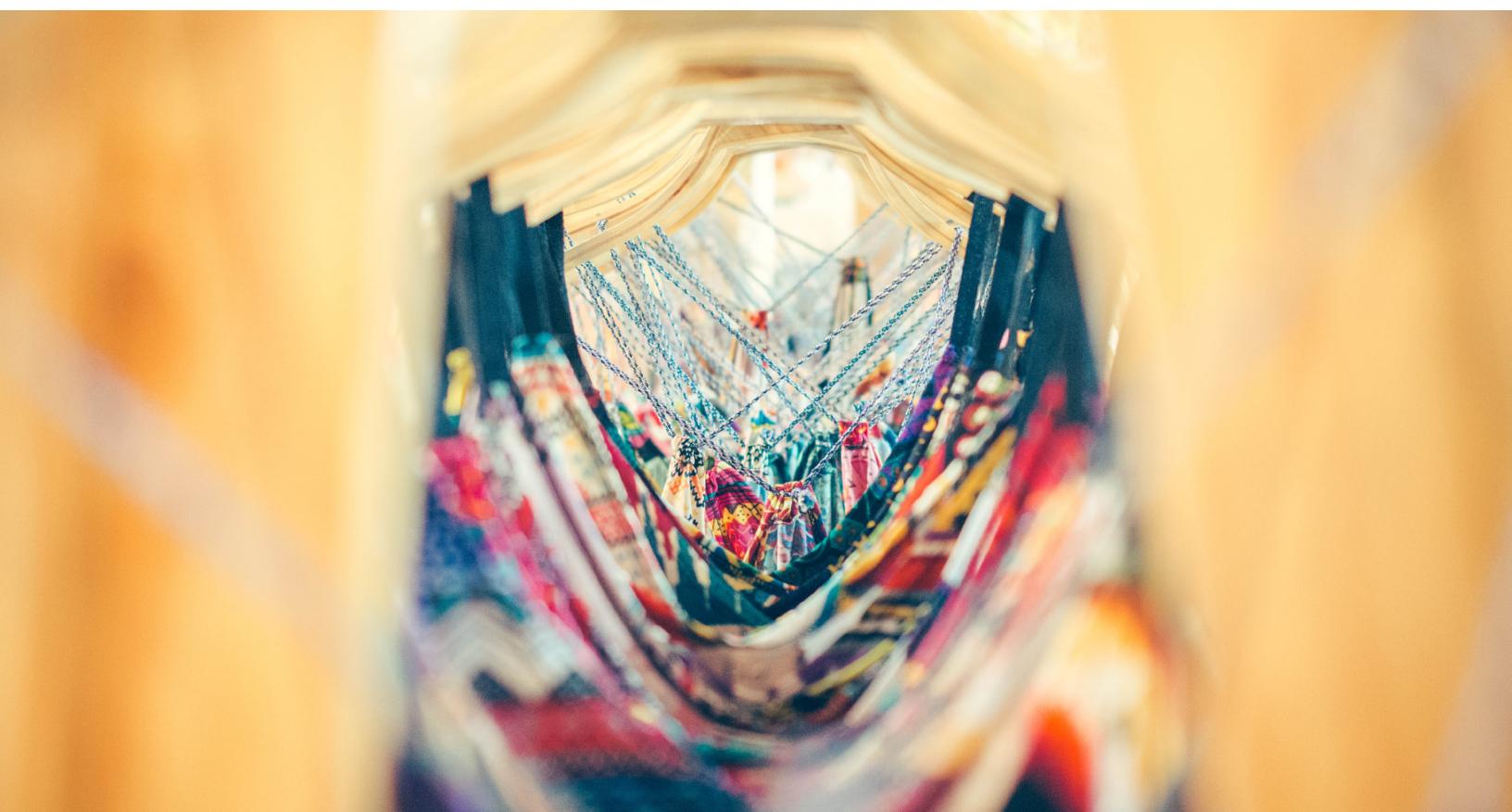
HOW WE SEE IT.

As LA's premier outdoor shopping experience, the LA Fashion District should embody all aspects of culture in its logo, messaging, and marketing collateral. The LA Fashion District needs to be the destination of choice for not only shopping but also food flair and entertainment. Shopping is an experience in itself but experiences that keep patrons craving more of their last bite or experiencing a memory that they can keep creates a story.

The LA Fashion District has been likened to "a festival", "a Moroccan souk", and could be even likened to Harajuku's Takeshita Street. Patrons wish to tell stories of new experiences and equally, store owners wish to sell to these patrons memories that will inherently share themselves to friends, family, and tourists beyond Los Angeles.

Therefore, the LA Fashion District's branding should be given a context that represents the community and the various institutions that exist within it: the Flower District, Santee Alley and the Fabric District. The branding should be timeless and versatile, creating a system that can be used across the various districts. CMYK suggests incorporating the local voices, stories, and history of the community's entrepreneurs. Given that the district supports merchants from around the globe, we should highlight the diversity as an attraction to residents and tourists.

CMYK recommends creating a more vibrant and eclectic feel within the LA Fashion District identity. We can accomplish this by visually reflecting stories that share the perspectives of LA artists, LA food entrepreneurs, LA fashion designers, LA tourists, and other patrons. Each has a unique reason for wanting to visit the LA Fashion District and we want to amplify these stories. Furthermore, CMYK would like to leverage the value of highly publicized local events to invoke an additional reason to explore LA Fashion District not as an open bazaar but rather an immersive destination.



HOW WE MAKE IT.

DISCOVERY

Research & Analysis

BRANDING & IDENTITY

Look/Feel & Voice / Expression / Style Guide

HOW WE MAKE IT.

DISCOVERY: RESEARCH & ANALYSIS

We have a holistic and integrative approach to design. For us, branding (and its expression) is a story expressed through a system - logo, typography, graphic elements, palette and feeling. This story needs to be integrated into every aspect of the brand - what you do, how you do it, why you do it and with who you do it for. Our discovery phase will inform our process for anything we create: branding/identity, digital and experiential, ensuring constancy throughout the process and into the final product.

1. Branding Discovery

Through our tried and true method of **interviews, workshops, questionnaires, research and analysis**, we work with you to define and convey the core concept of your brand.

2. Neighborhood Discovery

We will conduct a rigorous and comprehensive **analysis of the LA Fashion District**, interviewing patrons and store owners of the various districts. Based on our findings, we'll make recommendations based on your mission, our research and best practice, to provide a big picture narrative of the direction we envision taking the brand.

3. Mood

Based on the refined core concept, we create two **mood boards of images, textures, typography and other graphic elements** which express the feeling of the brand.

Deliverables include: Kick-off meeting, discovery presentation and mood boards

HOW WE MAKE IT.

BRANDING & IDENTITY

The existing mark has served its purpose and should now be the foundation for an updated visual identity. Through a simplification of visual assets and clarification of the LA Fashion District' voice and messaging, we help to streamline the way that LA Fashion District presents itself to its audience, ensuring consistency across the brand's channels. It is important that we create a global system that can be expressed across the LA Fashion District as a whole, creating synergy and individuality for all the areas within the district. The branding should be flexible enough to represent fashion, food, flowers, entertainment, etc.

The process will be broken down into the following 3 phases:

1. Look/Feel & Voice (Three rounds of revisions)

Once we agree upon the brand mood, we then begin **designing the logo**. We start with initial rough concepts to narrow down the direction of the mark. Further rounds refine the agreed concept and explore color. After the mark has been designed, we will choose **graphical typography pairings, a color pallet and other visual elements that become part of the brand system and hierarchy**. We will also **explore the brand's voice**, providing samples of language to use when writing copy or talking about the brand.

2. Kinetic Logos (Three rounds of revisions)

Based on the approved logo for the LA Fashion District, variations will also be created for the flower district, the fabric district and santee alley. This will allow for consistency and continuity across all the brands.

3. Expression (Three rounds of revisions)

Depending on your needs, we then implement the brand identity across different materials, such as:

- Neighborhood signage
- Neighborhood map
- Trash cans
- Vertical flags
- Street signs
- Branded murals
- Branded walkways
- Business cards and stationary
- Social media assets
- Digital ads

Based on budget we can decide which of these items to include in the initial SOW. If other items are requested we can create separate budgets and time lines based on LA Fashion District' needs.

4. Style Guide (Three rounds of revisions)

A comprehensive guide to how to **execute the brand visually across all platforms** will be created as a final delivery.

HOW MUCH IT COSTS.

DISCOVERY & BRAND STRATEGY

Deliverables: **kickoff meeting, research and analysis presentation, site map and mood boards.**

Timing: 4 weeks

BRANDING & IDENTITY

Deliverables: **logo package** with type, color, graphic elements & voice (3 rounds of revisions), **kinetic logos** for other districts (3 rounds of revisions)

Timing: 6-8 weeks

EXPRESSION

Deliverables: **print and digital collateral** design (3 rounds of revisions), **style guide** (3 rounds of revisions)

Timing: 4-6 weeks

Pricing: \$50,000*

*Cost estimate does not include the cost of production for printed materials.

THINKING ABOUT THE FUTURE!

DIGITAL PLATFORM

Interaction Design / Development / Training

VIDEO PRODUCTION

Building the Narrative / Production / Post-Production

EXPERIENTIAL DESIGN

Concepting / Making it happen / Documentation

HOW WE MAKE IT.

DIGITAL PLATFORM

CMYK prioritizes creating harmony between physical and digital experiences. An organization's digital presence should invoke similar sensory filled experiences that run seamless to its physical presence. By enhancing digital assets such as the website, social media channels, editorial pieces, and content, the LA Fashion District's evolution from a manufacturing to urban and ethnic retail hub can be seamlessly updated in order to stay competitive and on trend.

The LA Fashion District's current website should be as expansive as its dense and diverse shopping district. A robust and interactive online map, which highlights the different areas is integral to streamlining the physical and digital spaces. Additionally, we will have the ability to highlight store owner's history, customer stories, and local events throughout the platform.

We recommend enhancing the website's current map to become one that is interactive and integrates seamlessly with each of the merchants in order to increase visibility throughout the entire store directory, robust integration of social media channels and highlighting editorial content throughout the site making the browsing experience rich and meaningful. Additionally we can help with the support of content creation which could include:

- Photographs of the entire storefront that includes store signage and exteriors of existing merchants.
- Featured merchants and their relevant store items that are curated for highly publicized local, cultural events.
- Featured interviews of store owners.

The platform will function as the main information hub of the LA Fashion District brand. The style of the site will be created with the target audience in mind and utilize design and interactive elements which best appeal to this group. A flexible but extensive CMS back end will allow greater control over the site, messaging and content.

Additionally, we will build in functionality to have microsites for each additional district that remain visually on brand. These will exist under the over arching visual identity and will be easy to add and update

HOW WE MAKE IT.

THE WEB DESIGN PROCESS

1. Design

1.1 Information Architecture (One Round of revisions)

Once we've defined the website goals, we will consider all client-provided content and establish the information architecture of the website. **We will provide site planning, content hierarchy, and a site map.**

1.2 Design Exploration (Two rounds of revisions)

To determine the **look and feel of the site**, we will create two possible designs of the homepage.

1.3 Site Design and Refinement (Two rounds of revisions)

Using the agreed look and feel from the homepage, we will **execute the look and feel across key template pages**.

1.4 Interactive Assets and Additional Functionality

Based on the site map and design, we will provide additional designs for interaction and functionality on the site.

2. Development

2.1 Build (Two rounds of revisions)

We'll build the back-end multi-user CMS (Wordpress), front-end and integrate them. The backend will consist of basic **SEO integration and embedded analytic tools**.

2.2 Content development, implementation and migration

Following the development of the platform, we will work with the team to **migrate both existing and new content** into the new platform.

3. Quality Assurance and Testing

3.1 Internal Testing

Throughout the development, we test all functional and design requirements. Before launch, we conduct additional **extensive internal testing to ensure that the site is both browser and device compatible**.

3.2 Quality Assurance Phase and Hand off

We will work with you to troubleshoot and identify any remaining issues before pushing the site onto your server.

4. Training

3.1 Training and Documentation

We will provide a training session on how to use the CMS and ensure the core team is completely comfortable with the features and workflow of the site. Additionally, we will **provide documentation and a digital style guide** so that future staff have resources for updating and maintaining the site.

HOW WE MAKE IT.

VIDEO PRODUCTION

PRE-PRODUCTION

The pre-production process starts with a handful of meetings around the overall message and style/design of the video. Our goal is showcase the diversity of the LA Fashion District in a short 3-5 minute piece that can be used on the web platform and in social media. Additionally, we could create several mini documentaries that highlight the stories of the diverse community. If needed, CMYK can help to script and outline and talking points for video content, in addition to creating moodboards, creative direction and additional graphics or animations needed for the final product.

We will organize our production day schedules, equipment, and any additional crew/talent that are needed for the shoot days. We can handle production design, which includes props and mis-en-scene if needed.

An hourly rate will be billed for the initial concepting/ideation phase in order to create an overall budget for the video. Based on this, a final budget will be provided. Approval on this will be needed in order to move forward with the actual production of the video.

SHOOT DAYS

THE CREW

Our team includes the following for each shoot day needed for the production of the video:

- Producer
- DP/Videographer
- Additional videographer if more than one camera operator is needed
- Sound
- Production Assistant for Sound/Camera

Shoots that involve interviews normally last 8 hours depending on how many people we are interviewing. These shoots include a 1 to 2 camera shoot, comprising of the subject and additional B-roll/beauty shots to cut into the video. We typically divide the day in half, do our interviews first, then leave the second half for b-roll and pickup shots. If specific location shots are needed, we would need to add additional days. Realistically we can shoot 1-2 locations in one day, depending on their proximity to each other. On the week of the shoot, we will create a comprehensive shot list and schedule for your approval. This will be the guide for the shoot day.

THE EQUIPMENT

We bring lighting, sound and grip equipment according to the needs of the production. We shoot on a Canon c300 Mk II and shoot in "4k". We like to give you the most current video standard so the videos have the longest lifespan.

HOW WE MAKE IT.

POST-PRODUCTION

This is where the video comes to life! Based on the pre-production meetings CMYK will edit together the video. We include THREE rounds of revisions ("cuts") for the video. The first cut is a rough cut, for sequence and pacing. The second cut includes titling and any animations requested. The final cut is for proper sound mixing, minor edits, and timing. Additional cuts or changes outside of the contract are billed at an hourly rate.

We budget editing by deliverable and time. Some things we do in editing can happen in bulk - at the same time - (capturing footage, changes in later rounds), however the more videos and cuts, the more costs can go up. Other items that effect cost in this phase are animations, title work, additional voice over/sound work and music rights. Again, these would be decided in the pre-production phase, so the overall cost is transparent.

We deliver the video in whatever format you may need and are also able to provide raw video files for any future work you might need.

HOW WE MAKE IT.

EXPERIENTIAL MARKETING

The experiential component of the marketing campaign could consist of events, experiences and activations in key areas. These experiences will generate media and social buzz, build brand awareness and communicate the core values of the brand. Experiential marketing can scale - from an intimate event with key influencers to larger-scale events - depending on needs and budget. Whichever form the experiential component takes, it will build upon and integrate with the existing campaign and the already established elements (video and website).

Given that the district supports more hundreds of merchants, the community is ripe for diverse programming. The LA Fashion District has the potential to convene people from all over the world. There is more opportunity than is currently being leveraged in retaining these visitors - CMYK can achieve this with entertainment and highly curated event programming.

The phases below are an initial overview of some of the services we would provide, but this is by no means an exhaustive list. This component of the campaign would be planned in additional detail during the Discover phase.

1. Planning

1.1 Concepting

We will determine the concept and execution with the client. Then we will handle all aspects of budgeting and scheduling.

1.2 Locations

We will identify, target and scout specific key locations for the event(s) or activations.

1.3 Pre-Production

Leading up to the event or activation, we will collaborate with either a PR or internal client team to provide assets (for social or other platforms) to generate buzz. This may include user generated content campaigns.

2. Production

2.1 Event Management

We will handle all aspects of the event including crew, staffing, talent management, etc.

2.2 Event Documentation

Depending on the specifics of the event, this could include video, photography, audio recording, interactive recording.

2.2 Event Logistics

This could include everything from liaising with the venue, to booking travel, overseeing set installation, etc.

3. Post Event

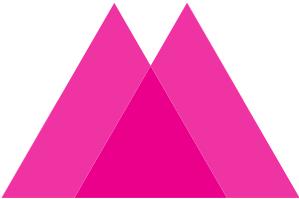
3.1 Editing

We will edit the assets from the event documentation to create additional, shareable elements.

3.2 Additional Promotions

This will be determined before the event and based on the larger promotional strategy.

ABOUT THE MAKERS



**WHO WE ARE,
WHAT WE DO,
& WHO WE DO IT FOR.**

WE ARE CMYK.

CMYK was founded in 2007. Having met and worked together in the pressure cooker of a large pharmaceutical advertising firm, the co-founders wanted to create an agency that was driven by story, creative innovation and the bleeding-edge of digital, technological and social trends. Nine years and diverse rooster of projects later, we pride ourselves on the diversity of what we produce. We continue to pioneer new approaches and solutions to the ever-evolving digital landscape – and make it look beautiful at the same time. With all of our operations, we focus on designing multi-dimension experiences, producing creative solutions and cultivating healthy client relationship. Integral to all of our projects is to empower our clients with the digital tools we create. We build your car, teach your drive and then give you the keys.

CMYK ORGANIZATIONAL STRUCTURE

We keep it small on purpose. We have a tight family of agents that collaborate with us on all our operations. We sit in the same room, buy each other snacks, do each other's dishes, because that is what produces the best results. And because of this, it is crucial that all of our work is done in-house.



CMYK TEAM

When you work with us, you work with *us* - not some faceless team. The people who you talk to are the people working on the creative. We get rid of the middle men (i.e. developers in Ukraine, designers in coffee shops). We don't work for our clients; we work with them. It's a collaboration and a partnership at every step of the process.

CHRIS LANGER MANAGING *PARTNER & PRODUCTION*

DIRECTOR

ADAM SCHER

MANAGING PARTNER & DESIGN DIRECTOR

Brandon Phillips
Lead Developer

Parvaris Ketavanan
Junior Developer

Kevin Freeman
Editor

Devon Bussell
Lead Designer

Evander Batson
Interactive Designer

Chelsea Savoth
Graphic Designer

Alexes McLaughlin
Project Producer

Tinia Pina
Business Development

Jessica Gariolo
Assistant - Production

WE ARE CMYK.

A DAYTON
NATIVE.



CHRIS LANGER FOUNDER & INTERACTION DIRECTOR

Chris Langer holds a masters from NYU's Interactive Telecommunications Program (ITP) at Tisch and is an adjunct in the Television and Radio department at Brooklyn College.

He incorporates cutting-edge interactivity and multimedia in all of CMYK's work – whether developing Webby-award winning websites, creating innovative platforms for multiuser content networks, or mounting interactive installations at events like DUMBO Arts Festival.

He brings fourteen years of experience in digital development, video production and editing and storytelling to his role at CMYK. His passion for and expertise in finding the perfect story in large amounts of data is demonstrated through various data visualization projects. One of his favorite (and most powerful) CMYK projects used the Arizona State Coroner's database of unidentified bodies in the Mexican-Arizona desert to create a dynamic, geotagged map for the film *The Undocumented*. Created for the film's website and broadcast through social media channels, this map has enabled the family members of the deceased to identify their missing relatives – and it is still in use today.

FROM SUNNY
SO-CAL.



ADAM SCHER FOUNDER & DESIGN DIRECTOR

Adam Scher received his MFA in Design and Technology from Parsons, The New School for Design and is currently an adjunct professor at New York University.

A media artist and choreographer originally from Southern California, Scher brings a strong aesthetic to the creative and art direction of all projects at CMYK. His broad experience and background act as a foundation to create innovative and unique design solutions.

Adam specializes in UI/UX, motion graphics and experiential design. Because he's "Adam", he has two favorite projects at CMYK. First, a beautifully elegant animation for McKinsey and Co. where he was able to interpret and distill client messaging to its core, exhibited in a succinct and impactful animation he created. Not to be outdone, an illustration project for the multinational medical device producer, Brainlab. To communicate Brainlab's range of – often intimidating – cancer treatment products to consumers and their own internal sales force, Adam conceptualized a clever comic book which anthropomorphized the products, turning them into a cancer-fight super hero squad – and making these products more relatable, understandable and fun at the same time.

WE BELIEVE IN IDEAS, DESIGN AND SERVICE.



IDEAS FIRST

We are not conventional and we make sure you aren't either. We hate templates, and you should too. No matter if your audience is more traditional or if you are trying to make a wild statement, we always brainstorm and craft unique ideas specifically for you. It's our launching off point and, if you're reading this, we've probably already started. Just because it's our favorite thing to do.



WEBBY AWARD WINNING DESIGN

We won a Webby for MarioBatali.com and have been featured in numerous online and print publications. We're no stranger to stellar results and making sure people know it. We strive to make everything that comes from the studio pixel perfect.



TLC

When you work with us, you're actually working with US - not 10 different people responsible for 10 different things. We love the relationships we build with our clients and they become a part of our family. Questions? Call us right now. Literally. Adam: 917.538 5670 or Chris: 937.361.2135



CRAFTING EXPERIENCES

Interactive work isn't just about delivering information. Branding isn't just about color and shapes. Everything at Operation:CMYK is about the experience. We focus on making your brand narrative go beyond the screen or page and embed itself into the emotions of your audience.



TECHNOLOGY GEEKS

iPhones, tablets, watches, projection mapping... you're making our heart flutter. We have all the new tech and love staying on the cutting edge. It's not because it's our business - we swoon over technology because we love it. Our clients just happen to benefit from our "geekiness".



MADE IN BROOKLYN

Boy, do we love our town. We are proud to say that all work is done in our studio. By people we know. Very well. Nothing is ever outsourced allowing us to happily say that all our work is 100% made in Brooklyn!

WE TRANSFORM IDEAS INTO REALITY.



BRANDING & IDENTITY

Nobody knows your brand as well as you, but we know how consumers think. We will work together to create a 360-degree brand experience that includes project names, logo development, positioning and tag lines, company profiles, target audience research, and more.



DESIGN

We are sticklers for beautiful design. From typography to photography, we revel in the opportunity to define aesthetic and point of view. We do not discriminate against digital or print and ensure that any visual we make is easily adapted to screens and the physical world.



INTERACTIVE

If we can design it, we can built it. Boom! Installations, web platforms, games...you name it. During a time when brands must have a strong, multi-platform digital presence, our interactive solutions will make sure that your audience stays engaged and connected.



MOBILE

The majority of web traffic now happens on mobile devices. We have a “mobile first” approach to our design process, and all our products look great on any device. Native mobile applications or responsive sites will ensure that anyone can see your content anywhere and anytime.



VIDEO PRODUCTION & MOTION GRAPHICS

We love being storytellers. Through video and animation, we are able to deliver messaging and share narratives that static content just can't do. Whether it be a product video, documentary or event documentation, we'll help share your brand's story with the world.



STRATEGY

It's not just about making things. An important part of the puzzle is figuring out your message and how to get it in the hands of your audience. Through copy writing, advertising, marketing and social media we'll make sure that all our hard work doesn't go unnoticed.

WE KNOW OUR CLIENTS ARE THE BEST.

REAL ESTATE

*Blumenfeld Development Group
Gotham West
Town Residential

ARTS, MEDIA & ENTERTAINMENT

*BMG
*Cakeworks
Early Adopter
*Farnoosh Torabi
Leiden Gallery
Le Poission Rouge
Local Expeditions
Magnet Media
Marco Williams
*MGM Studios
Simple Machines
SocialArc

RESTAURANTS & HOSPITALITY

Babbo Ristorante
*Bamboo Sushi
The Cosmopolitan of Las Vegas
The Kati Roll Company
*Greydon House Hotel
Kimpton Hotels & Restaurants
*North Square
*Sustainable Restaurant Group
Urbanspace
*Washington Square Hotel

FOOD & BEVERAGE

*Brands Within Reach
La Mere Poulard
*Mario Batali
*Mario Batali Sauces
Small Batch Granola
Volvic Water

EDUCATION

Adam Brandenberger
Avenues
Columbia University
Learn with Homer
Lycée Français de New York
The New American Academy
The New School
New York University
PS 309

NON-PROFIT

Digital Farm Collective
Heritage Radio Network
John A Reisenbach Foundation
Mario Batali Foundation
*New York Public Library
Philadelphia 3.0
*Philadelphia Association of Community Development Corporations
*Silicon Valley @ Home
World Science Festival

HEALTHCARE & INSURANCE

*Aetna
BioCelerate Biopharma
Brainlab
Millennium Health
*TransCelerate Biopharma

PROFESSIONAL SERVICES

*Bliss Communications
*Ethisphere
Gerson Lehrman Group
McKinsey & Company
Proskauer Rose LLP
Strategic Decisions Group
Systra
Urchin Workshop

*Current Client

FANCY
THINGS
WE
HAVE
MADE



CASE STUDY: BDG/EAST HARLEM

Our most ambitious project to date. For Blumenfeld Development Group, (BDG) we are collaborating with another creative agency, If Studios, a real estate branding specialist, to create a completely unprecedented marketing campaign for a new luxury rental property. This project is design by renown architect Bjarke Ingels, in the pivoting neighborhood of East Harlem, and we needed to create a campaign that was as pioneering and forward-thinking as the building itself. We are in the process of designing and executing a multi-platform user-generated campaign to activate and empower various communities - the target renters, the current neighborhood and cultural tastemakers - to help name the building. We will generate possible names inspired by key members of the neighborhood and then present these names to the public both through mini-documentaries available on a digital platform and through a food truck *cum* mobile installation. The truck will travel around the city, bringing elements of East Harlem, including food and stories, to people throughout New York. This campaign is sure to grab attention and awareness to this ground-breaking project. Keep an eye out for the truck coming near you soon!

What we are doing:

- User-Generated Content Campaign
- Video production of mini-docs
- Digital platform design and development
- Additional site activations

REFERENCE: Amy Frankel, founder/managing partner IF Studios, amy@ifstudiony.com



CASE STUDY: LIGHTWORKERS

Creating a brand is never easy, especially when the goal is to reach an audience ranging from parents to millennials. We worked with LightWorkers Media to create a visual system that is carried throughout their print, digital and video content. Their image is fresh, versatile and speaks to their mission of bringing good through their content.

The digital platform is integrated with capabilities for highly customized video recommendations, ad sales and branded sponsorship.

The visual identity includes a system of kentic logo variations, iconography and animated assets.,

What we did:

- Interactive and UX/UI design
- Database development
- Content design and production
- Content Strategy
- Branding/Identity
- Icon Design
- Animated Logo

REFERENCE: Katherine Warnock, kwarnock@lightworkers.com



CASE STUDY: RADIATE

Radiate's mission is to distill the management expertise of heads of industry, business pioneers and thought leaders into practical knowledge for people to apply for their own professional growth. A new company, Radiate needed a bold, engaging logo to fully encompass their mission and brand.

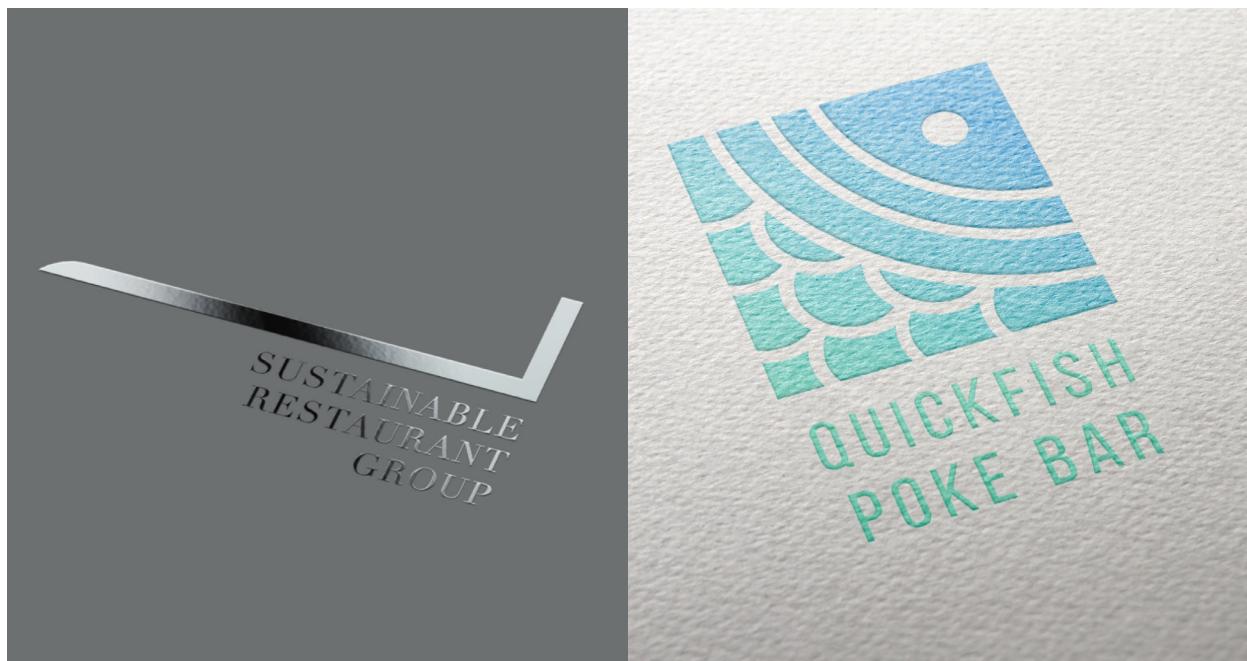
On the cusp of launching a new product initiative, Radiate needed to update their visual branding and solidify their messaging in order to launch their company to the next level. Having used bits and pieces of content, copy and images for the first stage of the company, Radiate needed to look at their brand with an intentional gaze and determine what story did they want to tell and how to tell it.

Integral to our branding process is distilling a brand down to its core ideals and beliefs. To get to these, we ran a series of hands-on workshops and visioning sessions with key leadership. We then synthesized the finds to cull out a succinct and intentional brand guide of voice, tone and messaging. This then acted as the basis for our visual exploration, logo iterations and final comprehensive style guide, which will act as a road map for the brand.

What we did:

- Branding and Identity
- Voice, Tone, Language and Messaging
- Logo design
- Brand expressions
- Animated Logo
- Animated Video Assets
- Comprehensive style guide

REFERENCE: Kian, Head of Content, kian@radiateinc.com



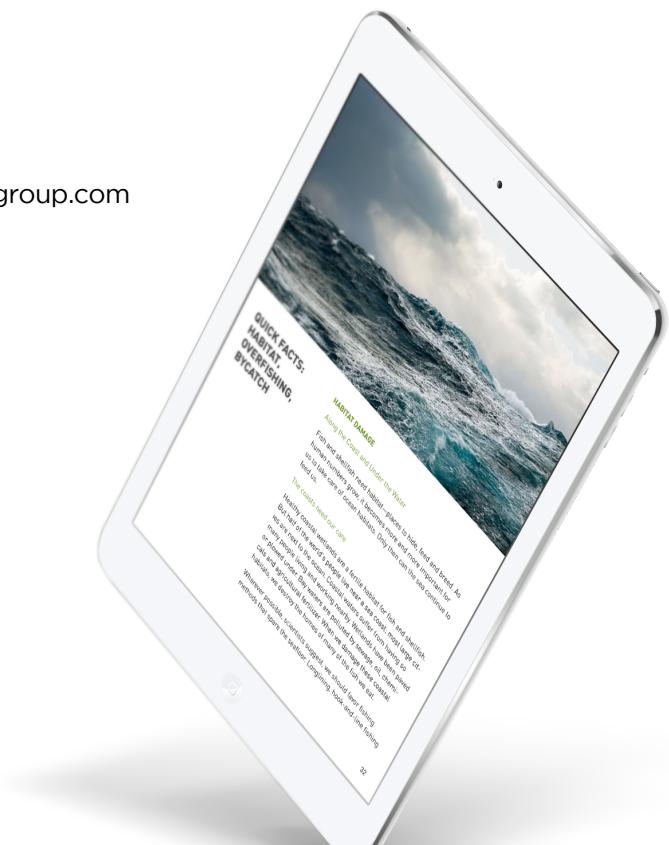
CASE STUDY: SRG

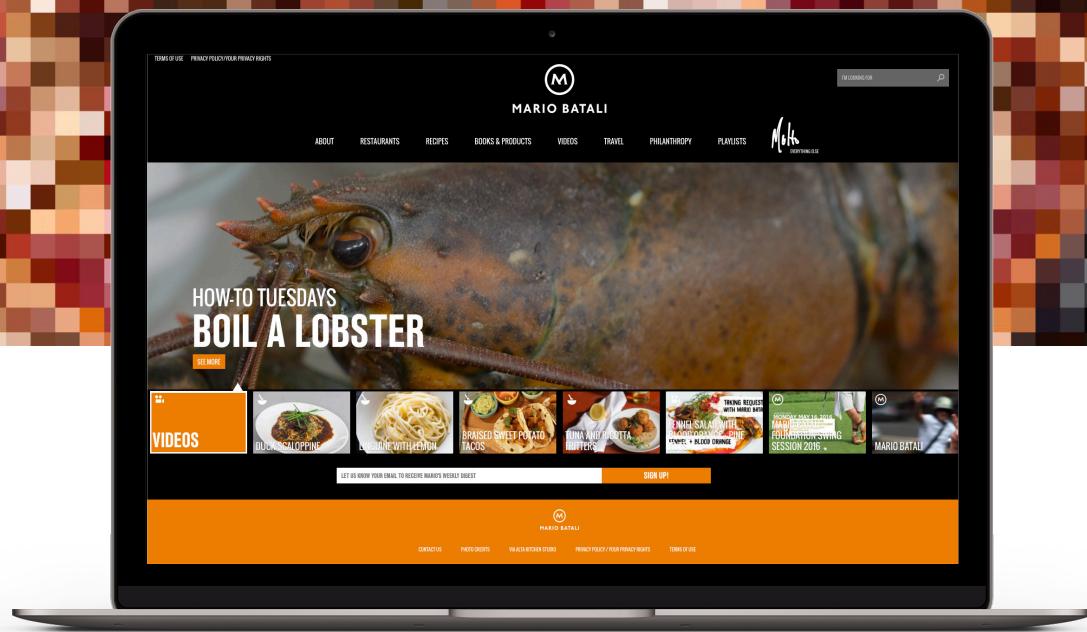
Sustainable Restaurant Group is the first of its kind, providing transparency to its customers about its commitment to sustainable fishing practices. CMYK has been working with SRG and its various restaurants branding not only the organization but its newest restaurant Quick Fish. CMYK also has assisted in the creation of corporate collateral and an interactive employee handbook to be used throughout the group's 6 restaurant locations. The goal is to provide visual consistency throughout the locations, but also allow individuality with each restaurant.

What we did:

- Branding/Identity
- Corporate Collateral
- E-book Design and Development

REFERENCE: Cory Schisler, cschisler@sustainablerestaurantgroup.com





CASE STUDY: MARIO BATALI

MARIOBATALI.COM

2014 Webby Award Winner for Best Celebrity Site

Celebrity chef Mario Batali's original digital presence was only able to present a limited amount of his brand. He had a large amount of varied content - editorial, video, recipes, products - and needed a complete organizational and design overhaul. For this project, we created a complete and fully immersive digital ecosystem. We developed a platform with intelligent and intuitive information architecture, responsive and modern design, and full editing capabilities so his team could update as needed, keeping the content fresh.

CHALLENGE:

We were asked to create:

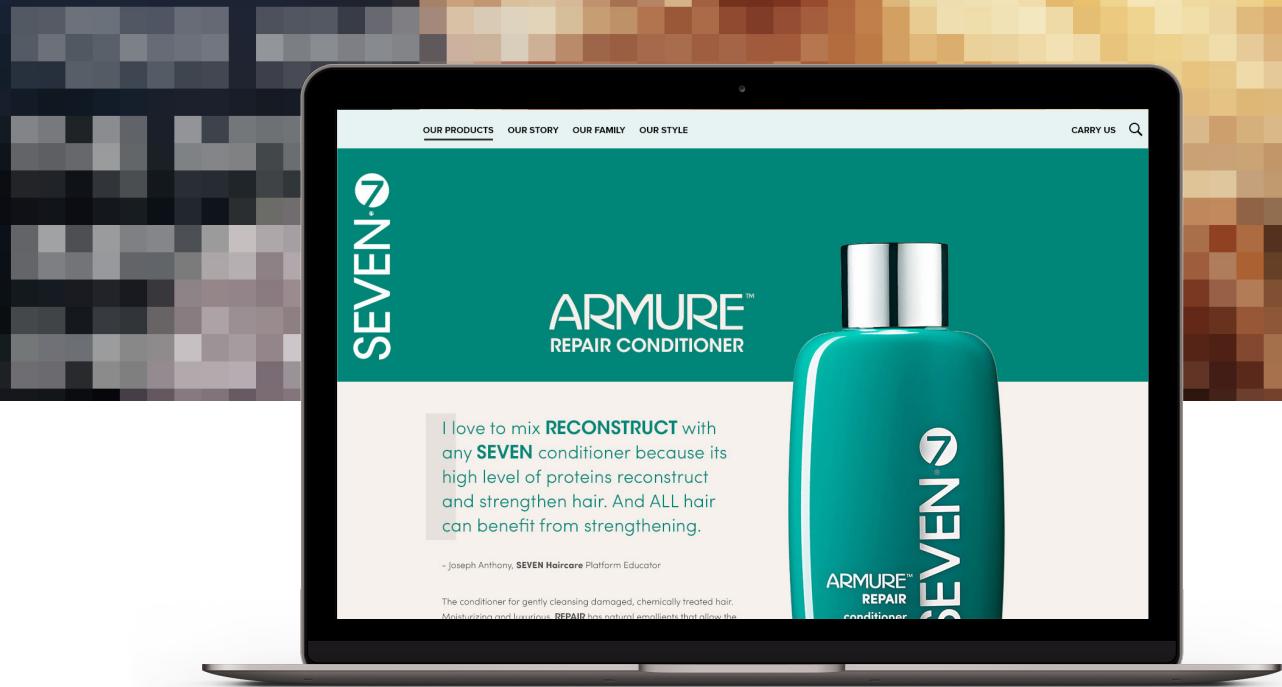
- Video production
- Information architecture
- Website design
- Content strategy and development
- SEO friendly design within a customized Wordpress CMS

SOLUTION:

We created a video platform that could easily integrate with third-party video players, allowing for targeted advertising. We geotagged all content on the site - from recipes to blog entries to restaurants to books - and created an interactive map for users to explore and for the Batali team to generate curated travel guides. In addition to working with the team on content and brand strategy, we also developed and deployed email marketing campaigns and social media integration, which included a custom Twitter widget allowing users to tweet Mario Batali directly from the site.

REFERENCE: Pamela Lewey, Communications Director (646) 237-1910

LINK: www.mariobatali.com/



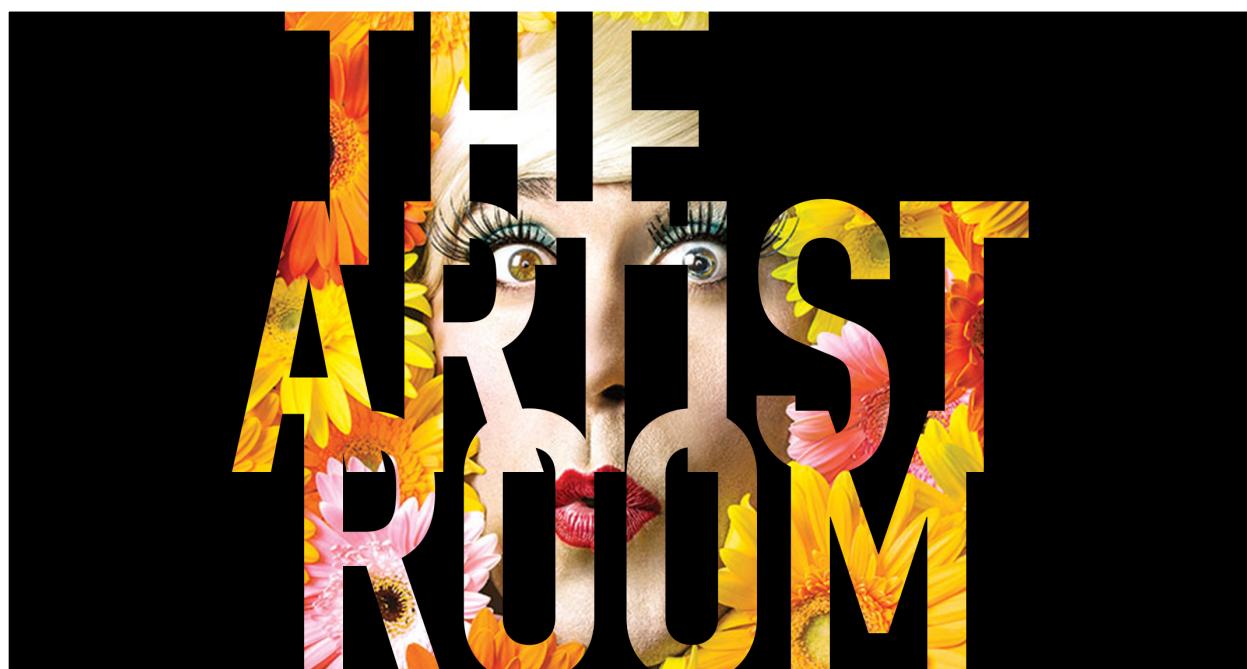
CASE STUDY: SEVEN HAIRCARE

Seven Haircare is a Seattle-based luxury haircare line that is seeking to take their product, message and distribution to a wider domestic audience. Having made a solid reputation on the West Coast with their stylist-backed product, they need a digital platform with a robust e-commerce solution to help them expand their brand even further. We are redesigning the site to turn it into a content hub and shopping destination, updated and consolidating their messaging and copy, and integrating an e-commerce platform that is the best fit for them based on our research and their needs. *Site to launch Fall 2016.*

What we are doing:

- Interactive and UX/UI design
- Print collateral
- Database development
- Content design and production
- E-commerce
- Voice, messaging and copywriting
- Print and digital style guide
- Testing and launch

REFERENCE: Khristina Kravas, Marketing Director, khristina@7haircare.com



CASE STUDY: THE ARTIST ROOM

What happens when you strip away all of the physical and emotional barriers of a traditional performance? No stage, no giant theater, no screens. Just people and a performance. We wanted to find out. So we created The Artist Room, a residency program at Washington Square Hotel that connects artists and audiences in unexpected and transformational ways.

In an intimate setting, audiences are given unparalleled access to artists, their work and creative worlds. In turn, artists are able to communicate with their audience in a deeply personal way - the effects of which are profound and meaningful for all involved. We wanted to find out what happens when you connect people through a highly personal piece of art. Turns out, it's even better than we expected.

Past artists have included award-winning spoken word poet Rudy Francisco and cabaret drag queen performer Martha Graham Cracker.

What we did:

- Experiential Design
- Event Programming and Production
- Marketing

REFERENCE: Judy Paul, jpaul@wshotel.com

LINK: www.artistroom.wearecmky.com



CASE STUDY: VIA ALTA PRODUCTIONS

VIA ALTA PRODUCTIONS

In addition to creating Mario Batali's Webby Award winning website, we have also worked with Via Alta Productions to produce a range of videos which give a behind-the-scenes look at Chef Batali and Andy Nusser, creating their famous dishes. For this project, after developing the concept and storyboards with Via Alta Productions, we handled all aspects of the production, including sourcing the ingredients for one of Casa Mono's famed dish, Duck Egg and Mojama, from Lynnhaven Farm in upstate New York.

What we did:

- Concepting
- Script development
- Directing
- Editing
- Producing
- Post-production

REFERENCE: Pamela Lewey, Communications Director 646.237.1910

LINK: <https://youtu.be/-Wmix71uONk>

